



Sales Promotion as a Strategy for Organizational Success of Fast-Food Firms in Rivers State

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Abstract: The purpose of this study is to examine the relationship between Sales Promotion Strategies and Organizational Success of Fast-Food Firms in Rivers State. This study adopted the descriptive survey research design with a causal type of investigation. The fifty-nine registered fast-food firms in Rivers State as enlisted in (Rivers State Yellow Pages, 2013 - 2014) constituted the population. The study adopted 59 fast food firms as its sample. However, 2 top management staff (Operations Manager and Marketing Manager) of each of the 59 registered fast-food firms were sampled bringing the sample element to 118 respondents. Of the 118 copies of questionnaire administered, 86 copies were retrieved and used for the analysis. The Spearman Rank Order Correlation was used for the analysis and aided with the use of Statistical Package for Social Sciences version 23.0. The study found a significant relationship between the dimensions of Sales Promotion Strategies and the measures of Organizational Success. The study therefore concludes that Sales Promotion is a Strategy for Organizational Success. The study recommends that management of fast-food firms in Rivers State should ensure the use of premium, coupon and loyalty card as strategies in order to stimulate organizational success.

Key words: Sales Promotion Strategies, Organizational Success, Premium, Coupon, Loyalty Cards, Customer Satisfaction, Customer Retention.

Introduction

The dynamic nature of the business environment and fierce competition among fast food firms, to attract consumers' attention towards the brand, induce sales, satisfaction of customer and retention require attractive strategy and action plan that will outsell competitors. One prominent tool for attracting consumers' attention towards products is promotion. Sales promotion plays an important role in retaining old consumers and attracting new ones. According to Chaharsoughi and Yasory (2012), promotion is one of the key factors in the marketing mix and has a key role in market success. Promotion is used to ensure

that consumers are aware of the products that organization is offering. It is the process of establishing communication, relationships between a marketer and its publics (Adesoga, 2015).

Prior studies argued that sales promotion dimensions have become crucial factors in modern marketing (Egwuonwu, *et al*, 2017; Pembi, *et al*, 2017). An organization adopts different processes or strategies to disseminate information about its product, product line, brand or company. These various processes are described as the promotion strategy. According to Adesoga (2015) promotion strategy can be considered as a process whereby information about the organization's products or services is encoded into a promotional message for delivery to the customer. There are many studies on consumer responses to promotion (Oyedapo, *et al*, 2012; Robinson & Carmack, 2007). Though these studies provide important insights into the effect of promotion, the usefulness of most in predicting the effects of promotion on the product trial and repurchase behaviour of consumers is limited as they place too much emphasis on advertising, direct marketing, public relations and publicity, personal selling, and sponsorship at the expense of sales promotion, mean while sales promotion is equally important promotion tool. Therefore, more work needs to be done to investigate the effects of sales promotional tools such as premium offer, coupon and loyalty on organizational success, especially among Rivers State consumers, whose behaviour response to promotional strategies are ill understood due to lack of research on them.

The Fast foods firms in Rivers State have been bedeviled by cut-throat competition, which has the sector finding it difficult to have organization success. Although some research efforts have been undertaken to explain sales promotion strategies in Rivers State fast food firms (Oyedapo, *et al*, 2012; Robinson & Carmack, 2007), many of these research efforts do not provide answers to issues pertaining to the relationship between sales promotion strategies and organizational success of fast-food firms in Rivers State. There are many problems militating against organizational success of fast-food firms, problem that manifests dissatisfaction and unsophistication of products and services which may have perceivably impeded the satisfaction of customers in these companies. Besides, achieving efficient and effective customer retention by an organization is difficult, as a result of the changing nature of customers, ambiguity and instability of environmental factors.

In view of this, the purpose of this current study is to examine the relationship between sales promotion strategies and organizational success of fast-food firms in Rivers State. The following pertinent research questions were raised:

1. There is no significant relationship between premium and organizational success of fast-food firms in Rivers State?
2. There is no significant relationship between coupon and organizational success of fast-food firms in Rivers State?
3. There is no significant relationship between loyalty cards and organizational success of fast-food firms in Rivers State?

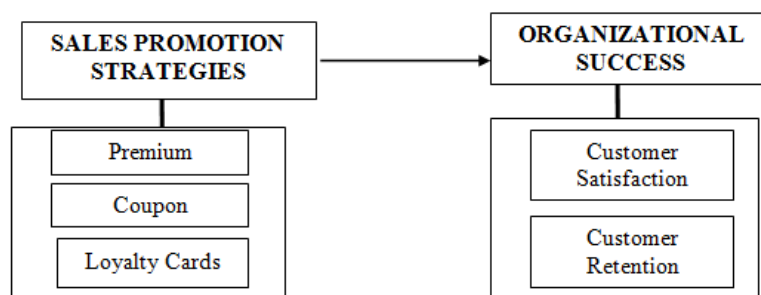


Figure 1: Conceptual Framework of the relationship between Sales Promotion Strategies and Organizational Success.

Sources: Desk Research, 2023

Literature Review

Sales Promotion Strategies

Sales promotion is defined as a key ingredient in marketing campaigns, consist of a collection of incentives tools mostly short term, designed to stimulate quicker or greater purchase of particular products or service by consumers or the trade (Kotler & Keller, 2011). Sales promotion is defined as a direct inducement that offers extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating “immediate” sales. The American Marketing Association (AMA 2010) defines sales promotions as “media and non - media marketing pressures applied for a predetermined time frame to different target audience, thus consumers, retailers and wholesalers in order to stimulate trial, increase consumer demand and improve product viability. Crosier and Bureau (1990), cited in Pick and Broderick (2005), sales promotion is a highly elastic term, embracing a host of marketing tactics. The scholars proposed a fundamental distinction between economic - incentive sales promotions, such as free samples, premium offers, money-of deals and communication initiatives sales promotion such as product literature.

Furthermore, Oyedepo *et al* (2012) postulate that sales promotion is an uninterrupted incentive that offers an extra value or incentive for the product to the sales force, distributor, or the final consumer with main objective of creating an immediate sale. Sales promotion consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of a particular product by consumers or the trade (Kotler, 2003). According to Adrian (2004) as cited by Onikola and Adedokun (2018), sales promotion is the direct inducement or incentive to the sales force, the distributor, or the consumer, with the primary objective of creating an immediate sale. Sales promotion is unique in that it offers an extra incentive for action. Sales promotion refers to those promotion activities other than advertising, publicity and personal selling that stimulate interest, trial or purchase by final customers or others in the channel (BagavathiPillai, 2017). According to Daramola *et al.* (2014) sales promotion is the most conspicuous promotional contraption requirement for the product, which leads to loyalty of product and better common perception of the product and effective and more efficient sales promotion appeals consumers and provoke inverse promotion. Sales promotion has been considered as the most stimulating technique of promotion for influencing the purchase decision. It is a valuable tool for manufacturers as well as retailers (Neha & Manoj, 2013). As per survey of Cox Direct (1998) on Promotional Practice, many companies spend as much as 75% on sales promotion and 25% on advertising of their promotional budget (Doston & Hyatt, 2012).

Adetayo (2016) opined that promotion seeks to inform, remind and persuade target consumers about the organization and its products. He further argued that promotion is often used to help an organization differentiate its products from rivals. An organization adopts different processes or strategies to disseminate information about its product, product line and company. These various processes are described as the promotion strategy. According to Adesoga (2015) promotion strategy can be considered as a process whereby information about the organization’s products or services is encoded into a promotional message for delivery to the customer.

Obi (2002) described sales promotion that consists of the related promotional activities that are necessary to supplement personal selling. Some of these include distribution of sample products to customers, exhibitions, or demonstration of products at stores or trade fairs or shows and preparation of printed materials used by sales people or for point-of sale displays. Well-known strategies include free samples, coupons, rebates, discounts (price-off deals), premiums, bonus packs, loyalty card, contests, sweepstakes and the like (Belch & Belch, 2012; Heleneze, *et al*, 2014). On this premise, this study adopted premium, coupon and loyalty cards as dimensions of sales promotion strategies.

Premium

Premiums are used to entice consumers to buy immediately (Belch & Belch, 2012), reinforce the consumer's purchase decision, induce trial for new or improved products, increase consumption, encourage repeat purchase (Shimp, 2010), persuade consumers to switch brands and trigger word of mouth based on satisfaction derived from the brand (Lamb *et al.*, 2010). As an added advantage, offering premiums can discourage the current customers to switch. Premium is a form of sales promotion, traditionally defined as a sales promotional technique where consumers are given sample products for free or are given two or more products for the price of one (Ogonu & Hamilton-Ibama, 2023).

A premium is an offer of merchandise or services either free or at a low price that is used as an extra incentive for buyers (Belch, *et al.* 2015). The three types of premium offers identified are: free in the mail premiums, in and or pack premiums and self-liquidating premium. Mostly, the effective premiums are closely tied to the product or brand being sold (Blanchard *et al.*, 2014). In some instances, free samples of the product are offered free to customers in order to enable them try the product. They may be given out at local retail outlets (Ricky *et al.*, 2015). Premiums such as buy-one-get-one-free (hereafter referred to as BOGOF) or bonus packs are defined as a sales promotion technique offering items, either free or at a small cost, as an incentive for consumers to purchase a product (Pride & Ferrell, 2010). Premiums can include more of the product (multiple units) offered at the regular price, such as BOGOF, also referred to as 'two-for-the-price-of-one' (Lamb *et al.*, 2010), packages that include more of the product (Du Plessis *et al.*, 2010), or a bonus pack with a different product (Yeshin, 2006). Premiums are used to entice consumers to buy immediately (Belch & Belch, 2012), reinforce the consumer's purchase decision, induce trial for new or improved products, increase consumption, encourage repeat purchases and persuade consumers to switch brands.

Coupon

This is a promotional tool whereby consumers use tickets, leaflets or vouchers distributed, either by mailing flyers to them or through newspapers and magazines to purchase items at cheaper rates (Asemah, 2011). A coupon is a certificate entitling the bearer to a stated saving on the purchase of a specific product: mailed, enclosed in other products or attached to them, or inserted in magazine and newspaper ads (Price, 2000). Coupon is one of the oldest, most effective and most widely used promotional tools to drive sales. According to Cummins, (2008) coupons provide an upfront discount on a product or service, and are normally distributed separately from the product or service itself. They are used so extensively that they form a subject in their own right. Coupons offering a discount off next purchase of a product or service are regularly found on consumer goods brands.

Coupons can be distributed mainly in four ways, (i) through direct mail sent to the consumers, (ii) through retail distribution where coupons are distributed directly to consumers at the point of sale, (iii) through coupons insertion in newspaper ads or magazine cut outs, (iv) coupons that are printed in the packaging of a product (Blattberg & Neslin, 2016).

Loyalty Card

Loyalty cards are popular among consumers because they offer rewards and additional value to members. However, the success of the card varies, and some are ineffective (Palma & Dimaculangan, 2017). Loyalty card have become an increasingly sophisticated promotion strategy in recent years, particularly to the firms that believes are becoming an important strategic mechanism for companies to increase revenue growth and the key component of customer relationship management (Omar & Nazri, 2011). Converting and maintaining customers into brand loyalist requires repeated efforts which incentivizes them to keep buying from the specific owners (Ogino, 2021). Loyalty card is an essential process for rewarding the customers through structured marketing strategies. These brand strategies are designed for

frequent/continued engagement. The more customers buy the more rewards they receive. Organizations had continued competing while maximizing the advantage or the strength of their customized loyalty. It also signifies different performance measures through the card (Cant & Meyer, 2012).

Technological advancements have enabled companies or marketers to innovate strategies for retaining clients such as customer loyalty program. This program is achieved using a card known as Loyalty card (Nems, 2016). In loyalty cards, retailers issue identity cards to their customers as part of a scheme, which attracts credit accumulation for future discounts. The credits are normally updated at the point of purchase, and at a certain threshold, discount vouchers are sent to customers as a reward for their loyalty.

Organizational Success

Contemporary organizations are faced with array of complexities, coupled with the dynamic nature of business environment, as well as the effect of globalization at the workplace. These complexities are sometimes within and outside the control of managers or organizational leaders. Organizations interact with both internal and external environments, and these environments influence their existence. Success is one of the primary goals of the organization. This is because all other goals organizations might have are necessarily secondary considerations since failure to survive will impede them. This is why Ugwuzor (2017) opines that organizations always hope that they will remain viable in their operational domain in the foreseeable future. Similarly, in the opinion of Schmitt *et al.*, (2018) and that of Josefy *et al.*, (2017), the concept of success is based on the flexible constitution and unwritten law of every organization. Meaning that success goal is natural to all organization irrespective size and scope.

Hamilton-Ibama and Ogonu (2021) stated that it is commonly believed that an organization is successful when it can achieve certain outcomes that allow it to be profitable and competitive in its own industry or marketplace. Nwairoegbu-Agbam *et al.* (2016) opined that the success of an organization is a fundamental objective and comprises of one of the primary reasons for organizations effective and efficient control of its assets and financial resources. Failure to do so could result to waste, fraud, and mismanagement and in some cases bankruptcy of the organization. According to Hidayet (2013) lack of organizational success result to failure characterized by negative indicators such as loss of legitimacy, loss of market shares and loss of assets and properties and eventually liquidation.

Customer Satisfaction

Customer satisfaction remains a key discourse among service marketing literature. Jani and Heesup (2011) define satisfaction as an emotional state resulting from a customer's interactions with a service provider over time. In examining the drivers of customer satisfaction Shankar, *et al.* (2002) identified two types of customer satisfaction, namely, service experience satisfaction and overall customer satisfaction. Whereas overall customer satisfaction is relationship-specific, service experience satisfaction is transaction specific. Overall satisfaction refers to the cumulative effect of a set of transactions or discrete service experiences with the service provider over a period of time. Even though the relationship between customer satisfaction and customer loyalty has been the focus of a good deal of previous research, the complexity inherent in the relationship continues to pose many unanswered questions. A customer's desire to remain loyal and purchase or use the services of an organization in future is dependent on how satisfied the customer is. Thus, a company's continued survival, existence and future growth is largely dependent on the value it places on customer loyalty through maintaining satisfied customers (Kim, *et al.*, 2012).

Customer Satisfaction is a situation where the individual consumer or customer has comfort in consuming the firm's products and services (Simeon & Hamilton-Ibama, 2022). Hamilton-Ibama (2019) defined customer satisfaction as that feeling of having accomplished one's individual inner desires, the feelings of elation or deflation that come from a comparison of the products' perceived performance and

expectations. Customer satisfaction is the feeling or attitude of customers toward a product/service after it has been used (Hamilton-Ibama & Ogonu, 2023). In today's competitive and dynamic market, the term customer satisfaction has received much attention and interest among scholars and practitioners. This perhaps can be traced to its importance as a key element of business strategy, and goal for all business activities (Timothy & Richard, 2014). Parker and Mathew (2001) identified two basic definitional approaches to the study of customer satisfaction. The first approach defines CS as an outcome while the second approach views it as a process. It is however important to note that these two approaches are not mutually exclusive but complementary. As a process, CS is defined as an evaluation between what was received and what was expected (Gustafsson, *et al*, 2005), emphasizing the perceptual, evaluative and psychological processes that contribute to customer satisfaction (Vavra, 1997). The process definitions of satisfaction however, concentrate on the antecedents of satisfaction rather than satisfaction itself. The outcome approach of the CS is defined as the end-state satisfaction resulting from the experience of consumption. This is a post-consumption state and can be an outcome that occurs without comparing expectations. Parker and Mathews (2001) further expressed that attention has been focused on the nature of satisfaction of the outcome approach which include: emotion, fulfillment and state.

Hamilton-Ibama and Ogonu (2021) stated that customer satisfaction is the main concern of business sectors of today. Higher levels of customer satisfaction lead to more loyalty (Simeon & Hamilton-Ibama, 2022). Customer Satisfaction can also be described as that feeling of having accomplished one's individual inner desires, the feelings of elation or deflation that come from a comparison of the products' perceived performance and expectations (Hamilton-Ibama, 2020).

Customer Retention

In today's deregulated world, organisations are continuously forced to seek new ways to gain on their competitors and to outdo one another in terms of effectively reaching customers' demands. Consumers are sophisticated choice makers that go for any alternative products or services in the market place while searching for satisfaction (Owuso & Hamilton-Ibama, 2022). The vital issue in relationship marketing research was the effects of relationships and quality on customer's retention (Lin & Wu, 2011). Retention and attraction of new customer are used as drivers for increase in market share and revenues. In the retention of customer, it is important for firm to know who to satisfy and how to effectively satisfy their customers. Post sales services are the important drivers for customer retentions. Customer retention appears to offer significant benefits to organizations in saturated markets (Hamilton-Ibama, 2020).

Customer retention is defined by different studies in different ways like Gerpott, Ram and Schindler (2011). They stated that customer retention is the continuity of the business relations between the customer and company. Customer retention is more than giving the customer what they expect; it is about exceeding their expectation so that they become loyal advocates for your brands. According to Hamilton-Ibama and Ihunwo (2022), customer retention is the activity that a selling organization undertakes in order to reduce customer defections. Customer retention is more than giving the customer what they expect; it is about exceeding their expectations so that they become loyal advocates for the brand. Customer retention has been defined by Oliver (1997) as deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour. Another definition has been given by Kassim and Souiden (2007) as the future propensity of the customers to stay with their service provider.

Gets and Thomas (2011) state that customer retention occurs when customer purchase a product or services again and again, this phenomenon is called customer retention over an extended period of the time. Huit (2000) defined customer retention as the process by which consumers interpret price and attribute value to a good or service. Buttle (2014) saw customer retention is the number of customers doing business with a firm at the end of a financial year expressed as a percentage of customers that were

active at the beginning of the year. Focusing on customer retention can yield several economic benefits, as customer tenure lengthens, the volumes purchased grow and customer referrals increase. Customer retention is potentially one of the most powerful weapons that companies can employ in their fight to gain a strategic advantage and survive in today's ever-increasing competitive environment (Ibojo, 2015).

Methodology, Results and Discussion

This study adopted the descriptive survey research design with a causal type of investigation. The population of this study comprises of the fifty-nine registered fast-food firms in Rivers State as enlisted in (Rivers State Yellow Pages, 2013 - 2014). The study sample was drawn also from the study population. However, the study administered two copies of questionnaire to top management staff (Operations Manager and Marketing Manager) of each of the 59 registered fast-food firms in Rivers State bringing the sample element to a total of one hundred and eighteen respondents. Of the 118 copies of questionnaire administered, 86 copies of the questionnaire were retrieved and used for the analysis. Spearman Rank Correlation was used for the analysis and aided with the use of Statistical Package for Social Sciences (SPSS) version 23.0.

Result

Correlation between Premium and Customer Satisfaction

Ho₁: There is no significant relationship between premium and customer satisfaction of fast-food firms in Rivers State

Table 1: Correlation for premium and customer satisfaction				
			Premium	Customer satisfaction
Spearman's rho	Premium	Correlation Coefficient	1.000	.814 ^{**}
		Sig. (2-tailed)	.	.000
		N	86	86
	Customer satisfaction	Correlation Coefficient	.814 ^{**}	1.000
		Sig. (2-tailed)	.000	.
		N	86	86

^{**}. Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data 2023, (SPSS output version 23.0)

From the result in Table 1, the correlation coefficient (rho) 0.814 showed that there is a significant relationship between premium and customer satisfaction of fast-food firms in Rivers State. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate upheld.

Correlation between Premium and Customer Retention

Ho₂: There is no significant relationship between premium and customer retention of fast-food firms in Rivers State

Table 2: Correlation for premium and customer retention				
			Premium	Customer retention
Spearman's rho	Premium	Correlation Coefficient	1.000	.758 ^{**}
		Sig. (2-tailed)	.	.000
		N	86	86

	Customer retention	Correlation Coefficient	.758**	1.000
		Sig. (2-tailed)	.000	.
		N	86	86
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Research Data 2023, (SPSS output version 23.0)

From the result in Table 2, the correlation coefficient (rho) of 0.758 showed that there is a significant relationship between premium and customer retention. Therefore, based on empirical findings the null hypothesis earlier stated is rejected and the alternate upheld.

Correlation between Coupon and Customer Satisfaction

Ho₃: There is no significant relationship between coupon and customer satisfaction of fast-food firms in Rivers State

Table 3: Correlation for coupon and customer satisfaction				
			Coupon	Customer satisfaction
Spearman's rho	Coupon	Correlation Coefficient	1.000	.833**
		Sig. (2-tailed)	.	.000
		N	86	86
	Customer satisfaction	Correlation Coefficient	.833**	1.000
		Sig. (2-tailed)	.000	.
		N	86	86
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Research Data 2023, (SPSS output version 23.0)

From the result in Table 3, the correlation coefficient (rho) of 0.833 showed that there is a significant relationship between coupon and customer satisfaction of fast-food firms in Rivers State. Therefore, based on empirical findings the null hypothesis earlier stated is rejected and the alternate upheld.

Correlation between Premium and Customer Retention

Ho₄: There is no significant relationship between coupon and customer retention of fast-food firms in Rivers State

Table 4: Correlation for coupon and customer retention				
			Coupon	Customer retention
Spearman's rho	Coupon	Correlation Coefficient	1.000	.812**
		Sig. (2-tailed)	.	.000
		N	86	86
	Customer retention	Correlation Coefficient	.812**	1.000
		Sig. (2-tailed)	.000	.
		N	86	86
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Research Data 2023, (SPSS output version 23.0)

From the result in Table 4, the correlation coefficient (rho) 0.812 showed that there is a significant relationship between coupon and customer retention of fast-food firms in Rivers State. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate upheld.

Correlation between Loyalty Card and Customer Satisfaction

Ho₅: There is no significant relationship between loyalty card and customer satisfaction of fast-food firms in Rivers State

Table 5: Correlation for loyalty card and customer satisfaction				
			Loyalty card	Customer satisfaction
Spearman's rho	Loyalty card	Correlation Coefficient	1.000	.891**
		Sig. (2-tailed)	.	.000
		N	86	86
	Customer satisfaction	Correlation Coefficient	.891**	1.000
		Sig. (2-tailed)	.000	.
		N	86	86
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Research Data 2023, (SPSS output version 23.0)

From the result in Table 5, the correlation coefficient (rho) of 0.891 showed that there is a significant relationship between loyalty card and customer satisfaction of fast-food firms in Rivers State. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate upheld.

Correlation between Loyalty Card and Customer Retention

Ho₆: There is no significant relationship between loyalty card and customer retention of fast food firms in Rivers State

Table 6 Correlation for loyalty card and customer retention				
			Loyalty card	Customer retention
Spearman's rho	Loyalty card	Correlation Coefficient	1.000	.894**
		Sig. (2-tailed)	.	.000
		N	86	86
	Customer retention	Correlation Coefficient	.894**	1.000
		Sig. (2-tailed)	.000	.
		N	86	86
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Research Data 2023, (SPSS output version 23.0)

From the result obtained in Table 6, the correlation coefficient (rho) of 0.894 showed that there is a significant relationship between loyalty card and customer retention of fast-food firms in Rivers State. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate upheld.

Discussion of Findings

Premium and Organizational Success

The tests of hypotheses one and two revealed that there is a significant positive relationship between premium and the measures of organizational success of fast-food firms in Rivers State. This finding confirms the arguments of Ndubisi, *et al.*, (2015). They evaluated the impact of sales promotional tools (coupon, price discount, free sample, bonus packs and in store displays) on product trial and repurchase behaviour of consumers. The result of study shows that all the sales promotional tools are associated with product trial but coupons do not have any significant effect on product trial. Also, an empirical literature by Ofoegbu and Udom (2016) investigates the influence of sales promotion as a marketing strategy of a telecommunication firms in Nigeria on consumer buying and network switching. Four Nigerian telecommunication firms were selected for the study. The study revealed that sales promotion has a significant effect on consumer buying.

Similarly, the study of Ashraf, *et al.* (2017) corroborates this study finding. They conducted an investigation on premium price brands with special reference to willingness of customer to pay in China. The study was conducted at big stores and malls in Lahore and Faisalabad. There were 220 respondents taken randomly and interweaved by asking a set of well-prepared questionnaires. Result of the study explored that respondents' income; brand equity and brand association are the significant determinants which affects consumers' behavior regarding the purchase of premium brands and these factors contribute while decision making by consumers and they always take these factors into account. Results of the study also suggested that there is significant association between the both hypothesis which states the preference for the premium brand and the buying of premium brand.

Coupon and Organizational Success

The tests of hypotheses three and four revealed that there is a significant positive relationship between coupon and the measures of organizational success of fast-food firms in Rivers State. This finding corroborates the findings of Clark *et al.* (2013) and Myunget, *et al.* (2017) that there is a relationship between coupon and the measures of organizational success. An investigation conducted by Clark *et al.* (2013) on Antecedents of coupon proneness: A key mediator of coupon redemption in the United States of America. The authors investigated several factors that motivate coupon redemption. The data were obtained by surveying 353 U.S. consumers. Price consciousness, pride, and satisfaction in using coupons, and value consciousness were found to increase coupon use. The perception that the savings are not worth the effort decreased their use.

Furthermore, Myunget, *et al.* (2017) conducted an investigation on the effects of coupon promotion on repeat visits in restaurants in the United States of America. The authors found that neither coupon use nor coupon face value contributed to explaining respondents' return intentions. However, repeat customers have a greater likelihood of returning to the restaurant than new customers. The study also showed that the quality of food and service were key indicators of return intention.

Loyalty Card and Organizational Success

The tests of hypotheses five and six revealed that there is a significant positive relationship between loyalty card and the measures of organizational success of fast-food firms in Rivers State. This finding confirms the arguments of Ibrahim, (2018) who studied the use of loyalty cards by supermarkets: A review of literature. The findings suggest that technological advances have enabled supermarkets to carry out the loyalty cards scheme seamlessly. Other benefits include customer retention and satisfaction. However, the scheme is not immune from risks associated with holding large amounts of data. Similarly, Fhrizz, *et al.*, (2021) ascertain loyalty card; understanding its influence on retail business and consumers and they were the basis of the researchers in conducting this descriptive study. The findings as to

customer's perspectives and behavior, respondents believed that the loyalty card is advantageous to them so they own one or more loyalty cards from various stores and frequently use it for price discounts and promos. As to business acumen, the old customers were retained while acquiring new ones resulting in faster sales and higher profits.

Furthermore, Vecchio, *et al.* (2006) examined the effect of sales promotion on brand preference meta-analysis. Results of 51 studies had been integrated. As per the study, sales promotion does not affect post promotion brand preferences in general. But depending upon the characteristics of sales promotion and the promoted product, promotion can either increase or decrease preference for a brand.

Conclusion and Recommendation

From the study and analysis, it was concluded that sales promotion is a strategy to achieving organizational success of fast-food firms in Rivers State. As a result of the foregoing, the study recommends that management of fast-food firms in Rivers State should ensure the use of premium, coupons and loyalty cards in order to stimulate organizational success.

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